



WPTV

# ORDER

Print Date 10/11/12

Page 1 of 2

Flight Dates **10/10/12-10/16/12**

Contract / Revision      **313909 /**

Original Date / Revision  
10/04/12    10/08/12

Advertiser **West / Republican / Congress**

Agency    **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200  
Washington, DC 20007**

Product

**Allen West for Congress**

Agency Com    15%

Billing Contact

**3299 K Street NW - Suite 200  
Washington, DC 20007**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref    2

Order Sep            00:20:00

Estimate #            **83**

Alt Order #

Billing Type        Cash

Order Type        GENERAL

Billing Cycle       EOM/EOC

Billing Calendar   BROADCAST

Demographic      A25-54

Rev Codes           POL            POL            CAND

Product Codes    PL

Priority                P-1

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	17	\$7,650.00	\$9,000.00	0.00
<b>Totals</b>	<b>17</b>	<b>\$7,650.00</b>	<b>\$9,000.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/16/12	17	\$7,650.00	\$9,000.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/10/12	10/16/12	M-F 430-5a M-F 430-5a	CM	430-5a	11111--	:30	5	\$100.00	P-1	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/10/12	10/16/12	11111--			5		\$100.00		0.00				
N 2	WPTV	10/10/12	10/16/12	M-F 7-9a M-F 7-9a	CM	7-9a	11111--	:30	5	\$950.00	P-1	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/10/12	10/16/12	11111--			5		\$950.00		0.00				
N 3	WPTV	10/10/12	10/16/12	M-F 10-11a M-F 10-11a	CM	10-11a	11111--	:30	5	\$475.00	P-1	0.00	NM	5	\$2,375.00



**WPTV**

Print Date: 10/11/12

Page 2 of 2

Contract / Revision    **313909**    Flight Dates **10/10/12-10/16/12**

Hiatus Dates

Original Date / Revision    10/04/12/    10/08/12

Order Sep    00:20:00

Advertiser    **West / Republican / Congre**    Product **Allen West for Congress**

Estimate #    **83**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	10/10/12	10/16/12	M-F 10-11a M-F 10-11a	CM	10-11a	11111--	:30	5	\$475.00	P-1	0.00	NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	11111--					5	\$475.00		0.00			
N 4	WPTV	10/13/12	10/13/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	-----S-					1	\$425.00		0.00			
N 5	WPTV	10/13/12	10/13/12	Sa 1130p-1a SNL	CM	1130p-1a	-----S-	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	-----S-					1	\$950.00		0.00			
Totals														17	\$9,000.00